



2014/15 ANNUAL REPORT

*Educating
parents.
Enriching
families.*

Parenting Profile

THE SPIRTAS FAMILY

John and Rebecca Spirtas were feeling overwhelmed by the amount of work involved in parenting triplets. They heard about PEP from a friend and took their first class. As a result of PEP's training, John says that he and Rebecca have learned so much about the right attitude and approach to take as parents. **"The pointers we get at PEP work so well with the kids at different ages,"** says John. He says that PEP's recommendation to parents to be "both firm and kind" has made a real difference in his family. **"Whatever is happening with the children, you can always ask yourself, 'Is what I'm doing both firm and kind?' And if it's not, you can start to work on that."** John also

"Thanks to our involvement with PEP, all of my children are more capable than they would have been otherwise."

JOHN SPIRTAS

appreciates what he has learned about developing children's independence and competence. His children now make their own lunches, do their own laundry, get involved in family projects and stand up for themselves in the family. John says, **"Our job is to train them to be adults who can be resilient and do for themselves."** Thanks to our involvement with PEP, all of my children are more capable than they would have been otherwise. They're very comfortable knowing what they can do and then learning the next thing." When people ask John about PEP, he says, **"It's Adlerian psychology and philosophy combined with the 'nuts and bolts' of how to approach everyday parenting challenges."** It's day-to-day strategies and long-term planning too. It's something you'll be doing for your whole life."



THE SPIRTAS FAMILY



Letter from Board President & Executive Director

This past year has been a time of change and opportunity for PEP with new leadership at the helm -- Kathy Hedge as our new executive director and Alison Collins as our new operations director. Together Kathy and Alison succeeded Cheryl Wieker, PEP's executive director who retired in 2014 after serving so skillfully for 13 years. We began the year by setting out to listen and learn from PEP leaders, supporters, and partners, as well as parents and organizations less familiar with PEP. We learned that now more than ever parents are seeking help with issues ranging from screen time, to developing resiliency in kids, to talking with tweens and teens about sensitive subjects. We also heard from organizations that work in areas such as nutrition, teen pregnancy, internet safety, and school achievement that parenting is a root issue that they want to address.



ALISON COLLINS, TRISH PANNUTO, KATHY HEDGE

At the same time, we continued to invest in the PEP programs that have served parents so well for the past three decades. In an effort to reach new audiences, we partnered with Holy Cross Hospital to offer classes for at-risk moms, began an effort to train Latina moms as part of our corps of PEP leaders, expanded our work to deliver PEP programs in the workplace, and held focus groups with dads to find out how we could attract more fathers and address their unique issues. **It was a busy and exciting year, and one that underscores that while “change” may be a constant in our world today, the need for good parenting is ever present.**

PEP's impact is only possible because of the dedication and commitment of all who form the PEP community: PEP board members, staff, leaders, donors, sponsors, and volunteers, who together provide the manpower and financial support that allow our community organization to achieve so much. The achievements in this report are your achievements. Join us now in celebrating all we accomplished last year, and be a part of all we seek to do in the year ahead!

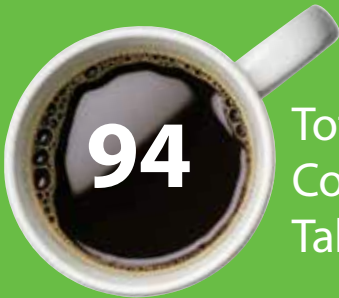
Trish Pannuto
2014/15 Board President

Kathy Hedge
Executive Director

Our Results This Year



Total
Parents
Served
3948



Total
Community
Talks



216

Total PEP
Classes and
Workshops



Total
Volunteer
Hours

9502

Total
Scholarships
Provided



\$6360



85%
of funds raised
directly
support
programs

Total Volunteers, Class Leaders and Assistants



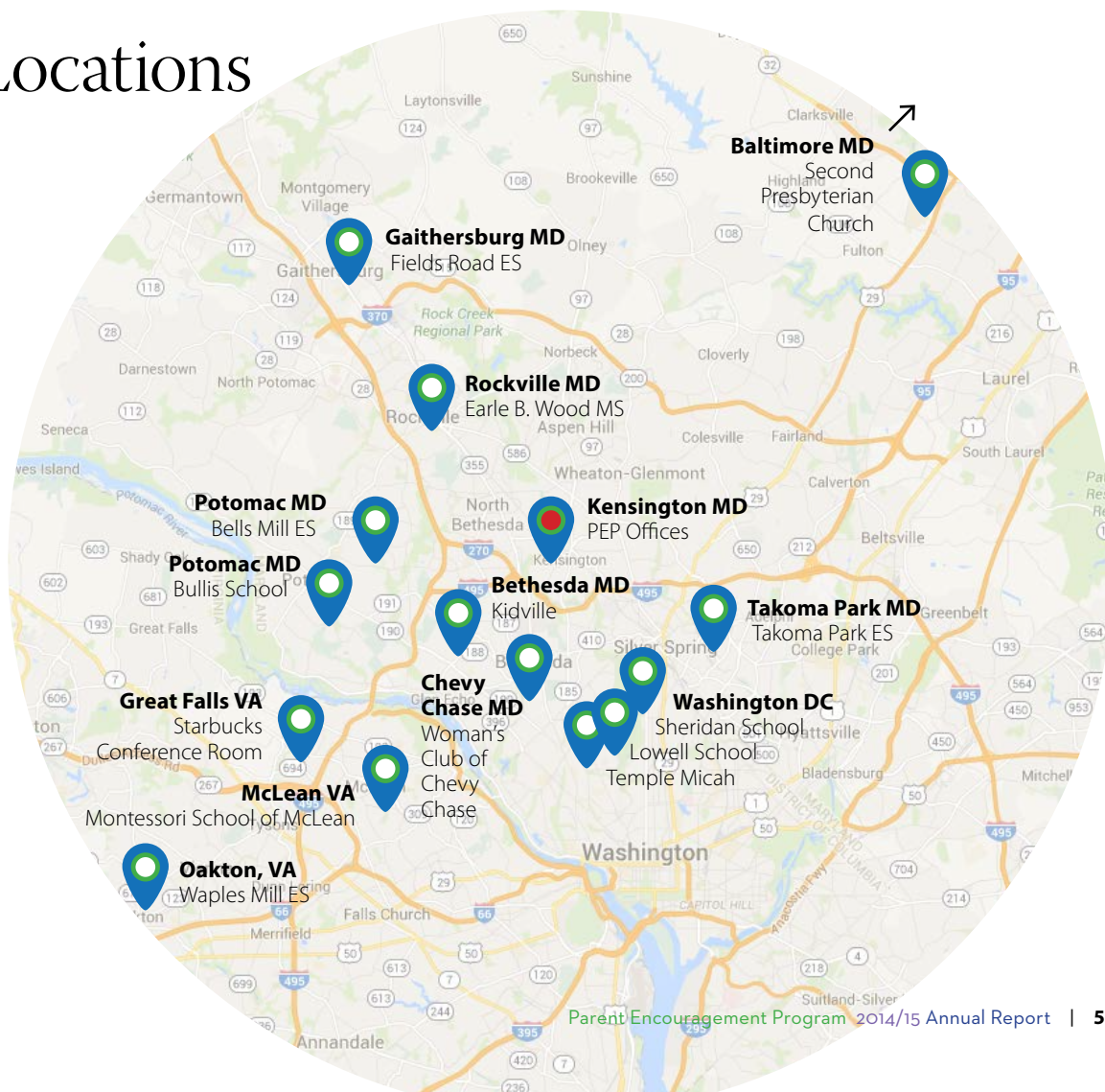
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Parenting Profile

THE DEMSKY FAMILY

Parents of two teens, Emily and Dave Demsky took PEP's Thriving with Teens class in the fall of 2014. Says Dave, "I was having a hard time talking to my son; we were butting heads all the time. After PEP, I was able to engage with him without competition. I knew I was there to help him and it gave us a better relationship." Emily and Dave say that PEP completely changed their perspective about parenting. They learned that the teenage years are a developmental stage where young adults are learning – the same way that toddlers learn to walk. **"The only thing worse than teens' separation from parents is kids NOT learning to separate," says Emily. "We now know we want to act less as managers and more as coaches."** Some of the PEP skills that Emily and Dave cite as having made a real difference in their family are reflective listening, using encouraging language and QTIP (Quit Taking It Personally). Emily adds, **"We have plenty of conflicts, but I feel like we are thriving because of what we learned at PEP. I can't imagine parenting without PEP. It is the greatest gift to parenting."**

Class Locations

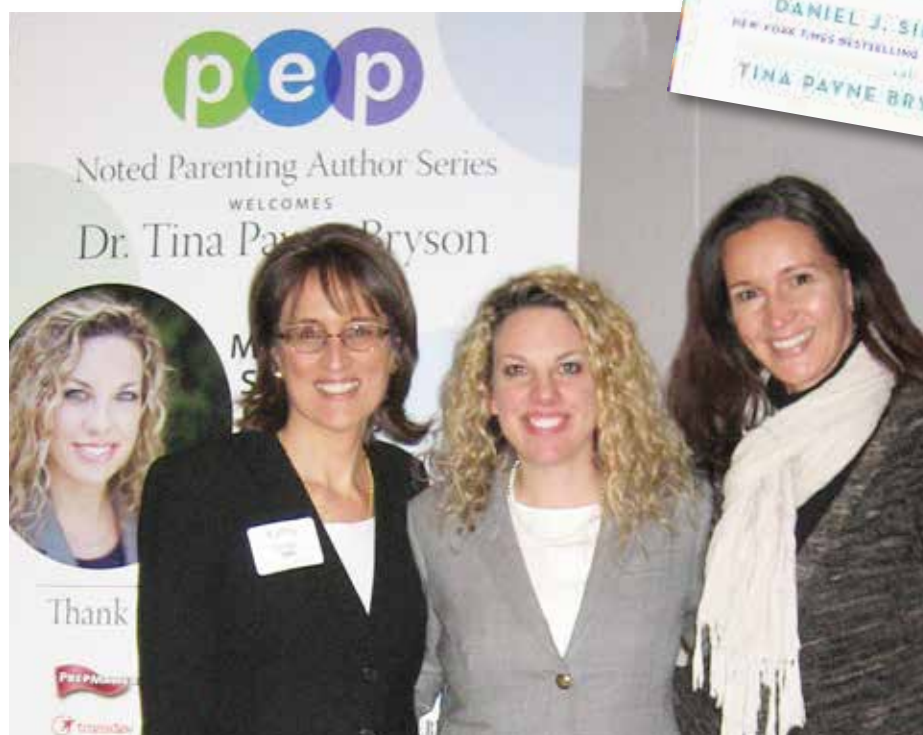
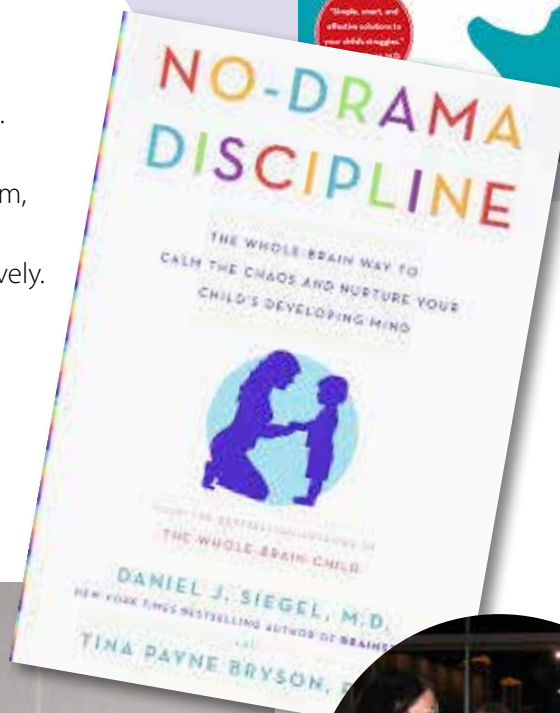
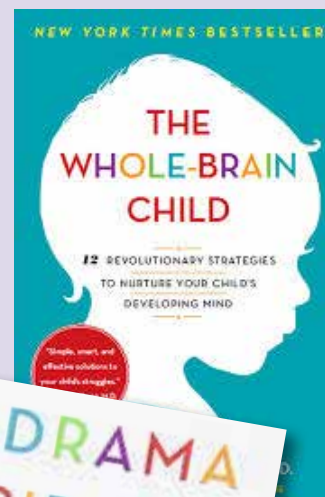


PEP Highlights

Noted Parenting Author Series with **Tina Payne Bryson**

PEP welcomed renowned author **Tina Payne Bryson** to Maryland on November 13 and 14. Dr. Bryson spoke about parenting and her new book, *No-Drama Discipline*. Using humorous anecdotes and her experience as a psychotherapist, attachment science researcher and mom, she defined a road map that parents can use to connect with their children and handle misbehavior more effectively. 451 parents attended the two talks, and PEP provided tickets for public school counselors.

PEP was grateful for the support of its sponsors of the 2015 Noted Parenting Author Series: MOM's Organic Market, PrepMatters, TransDev, Ruppert Companies, and Washington Parent Magazine.



DR. BRYSON SIGNS A BOOK
FOR AMY KOSSOFF SMITH.

KATHY HEDGE, TINA PAYNE BRYSON AND DANA SPENCER AT THE EVENT.

Can Do Kids Fair



PEP's annual Can Do Kids Fair took place on **March 14** with **403 attendees and 180 youth and adult volunteers** working at the fair.

Children age three to ten had the opportunity to learn and practice new life skills by participating in activities ranging from sewing and woodworking to people skills.

PEP thanks MOM's Organic Market for its sponsorship of the 2015 Can Do Kids Fair.



MARY CRENSHAW, MEG COOPER AND KARA FANNON SIGN IN VOLUNTEERS.



A STUDENT VOLUNTEER OBSERVES A BOY LEARNING TO PAINT.



A MOTHER AND DAUGHTER ENJOY THE CAN DO KIDS FAIR.

PEP Leadership Transition

PEP bid a fond farewell to Cheryl Wieker, who retired in May 2014 after serving as executive director of PEP for 13 years. Cheryl was PEP's second executive director, succeeding PEP founder Linda Jessup who started the organization in 1982. Kathy Hedge became PEP's third executive director in June 2014.



LINDA JESSUP, CHERYL WIEKER, KATHY HEDGE



Outreach to *Dads*

In the winter of 2015, PEP board member Brian Lewis and PEP volunteer David Windt hosted a series of focus groups with local dads to learn more about their interests and needs as part of PEP's work to reach more fathers. Among other learnings, we heard that many dads do want to come together to discuss unique issues they face as fathers, preferably in a casual setting. We subsequently held a **"Dads and Draft"** program at a local pub-style eatery where dads traded stories and offered suggestions on common parenting issues and topics for future gatherings.

BRIAN LEWIS AND DAVID WINDT

Outreach to *Underserved Populations*

Last year, PEP reached out to the community through several initiatives designed to reach underserved populations.

- **PEP's scholarship program** awarded nearly \$6,360 in scholarships for parents to attend more than 59 PEP classes and workshops.
- In October and March, PEP held workshops for at-risk mothers as part of a **Holy Cross Hospital** program aimed at reducing infant mortality.
- Building on PEP's **pilot Latino outreach project** in Gaithersburg in 2011, this past year PEP held focus groups with Latino parents to learn how PEP could better serve the Latino population. We also provided scholarships to six Latina mothers to take PEP classes to begin their training as possible future PEP leaders.



A MOTHER AND HER BABY AT HOLY CROSS HOSPITAL.

PEP in the *Workplace*

To reach parents where they are, PEP gave a number of presentations in the workplace, as part of lunch time workshops and employee benefit programs. Among the companies where PEP delivered workshops were **MOM's Organic Market, Discovery Corporation** and **The Advisory Board Companies**.



(FROM LEFT) MOM'S ORGANIC MARKET EMPLOYEE HEATHER LAW, KATHY HEDGE, MOM'S CEO SCOTT NASH AND MOM'S ORGANIC MARKET EMPLOYEES ZACH WILENSKI AND ELIJAH GATELESS.



Parenting Profile

THE DAVIS FAMILY

Imani Davis came to PEP because she wanted to parent differently than her parents did. At PEP, she found the approach she was looking for as well as a supportive community. Says Imani, **"It's so valuable to be in a space with other parents where we're laughing or we're crying or we're just identifying with each other. You learn that you are not the only one struggling with these parenting issues."**

Imani also appreciates what she's learned about children's "mistaken goals," which has helped her better understand the behavior of her own three young children. "PEP



THE DAVIS FAMILY

"PEP has given me new strategies and a framework so I can understand how my children are trying to belong in ways that are positive and not so positive."

IMANI DAVIS

has given me new strategies and a framework so I can understand how my children are trying to belong in ways that are positive and not so positive." She now regularly holds family meetings – a practice recommended by PEP. "It gives our family a place to talk about frustrations and appreciations." Imani's children have even started using PEP concepts when talking with each other, such as saying, "I'm dropping the rope," as a way to end power struggles. **Says Imani, "I need PEP like I need air. I'm a better parent when I'm 'PEPing.'"**



FATIMA NASCONE AND CAROL MULETTA LEAD A PEP I CLASS.

The Power of PEP: *Our Leaders and Volunteers*

PEP's Leaders

PEP leaders are parents who volunteer their time to lead classes and support other parents. As part of their training, PEP leaders take a series of core parenting classes followed by additional coursework and a classroom internship of two to five years. Our leaders' enthusiasm, dedication and knowledge create an unparalleled classroom environment. And their peer-to-peer counsel helps other parents feel comfortable, because PEP leaders are parents who have "been there, done that," and embrace the PEP motto of having "the courage to be imperfect!" **Thank you, leaders!**

PEP's Volunteers

Many PEP volunteers contribute their time and energy to design and deliver PEP programs. PEP's Noted Parenting Author Series and Can Do Kids Fair are driven by volunteers who help with event development, sponsors, and day-of-event staffing. Many other volunteers assist with marketing, fundraising, class prep and representing PEP at local fairs and in their schools. **Thank you, volunteers!**



DISCUSSION DURING A PEP II CLASS.



STUDENT VOLUNTEERS BEN AND GABY WAKSBERG PREPARE ONE OF THE FOOD STATIONS AT THE CAN DO KIDS FAIR.

PEP Donors and Sponsors

The impact that PEP has on families around the region is only possible because of the support of our tremendous donors and sponsors. Thank you!

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Dana DiCarlo & Scott Plank
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PrepMatters
Craig Tregillus

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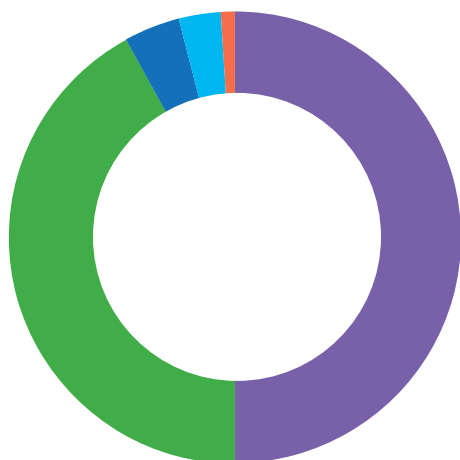
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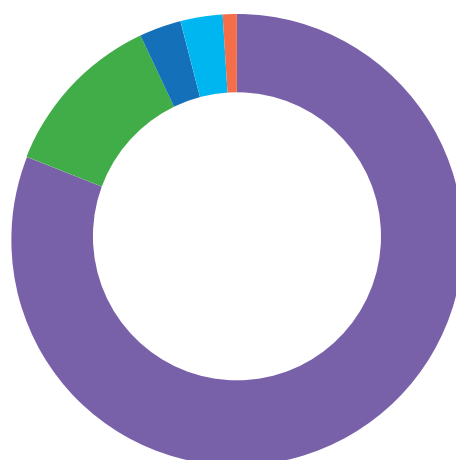
Year ending June 30, 2015

Revenue



● Educational Programs	\$ 251,000
● Contributions	\$ 216,000
● Books	\$ 20,000
● Membership	\$ 16,000
● Scholarships	\$ 2,000

Expenses



● Educational Programs	\$ 463,000
● Fundraising	\$ 65,000
● Management	\$ 19,000
● Books	\$ 16,000
● Scholarships	\$ 7,000

PEP Staff



FRONT ROW: (FROM LEFT) SUE CLARK, KATE CAMPION, MOLLY JACKMAN, ELIZABETH GELFELD, ALISON COLLINS, PATTI CANCELLIER AND MICHELLE FANNON. BACK ROW: (FROM LEFT) KATHY HEDGE, ASHLEY MATTISON, FRANCES BADMAN, ANTOINETTE KRANENBURG.

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**Term ended in 2015*



Last year, the Parent Encouragement Program (PEP) continued its life-changing work to build strong, harmonious family relationships through parenting education, skills training and support. We help adults foster the values of mutual respect, shared responsibility, competence and cooperation in young people, preparing them to make positive contributions to their families, their communities and the world at large. The positive parenting theory and practice that PEP teaches is internationally well documented by educators, mental health professionals and child development experts as highly effective.

PEPparent.org